



Applied DNA Sciences to Present “Combating CD/DVD Piracy” at the IRMA Conference in New York City

STONY BROOK, N.Y., November 30, 2006 /PRNewswire-FirstCall/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN), a DNA security solutions company, today announced that Dr. James A. Hayward, our Chief Executive Officer, will deliver a presentation at the International Recording Media Association (IRMA) conference, which takes place on December 4-5, 2006 at the Marriott New York East Side in New York City.

Dr. Hayward will be making a presentation entitled “Combating CD/DVD Piracy with SigNature™ DNA” which will focus on how APDN’s SigNature™ Program can help deter audio, video, software and data CD and DVD piracy and counterfeiting. APDN’s SigNature™ Program can be embedded on CDs, DVDs and packaging both overtly and covertly and can be authenticated several different ways. This technology can be used by studios to protect their intellectual property and brand and then applied by the replicators and packagers. The application of the Signature™ DNA Markers causes little or no impact to production flows and there is no need for retooling. We believe the SigNature™ platform is secure and accurate, provides a cost-effective way to recover sales lost to piracy and counterfeiting and offers a strong return on investment. To date, this technology has been used in Asia to help secure nearly one billion consumer products, including CDs and DVDs.

Regarding the upcoming conference, Dr. Hayward said, “I welcome this opportunity to introduce the potential power of our technology as both a way to deter counterfeiting and piracy and to help capture sales revenue lost to counterfeit products. Further, I look forward to the opportunity to discuss how our Signature™ DNA Program offers a forensic solution for those seeking to interdict counterfeit products and take legal action against counterfeiters.”

The U.S. Chamber of Commerce reported in 2006 that counterfeiting and piracy cost the U.S. economy between \$200 - \$250 billion per year. The digital and recording media industry has long been a victim of piracy or the production of illegal copies of genuine media or software and the counterfeiting and distribution of imitation media or software. Counterfeit compact discs, DVDs, videotapes, computer software and other digital and recording media are sold at a substantial discount to consumers, resulting in substantial revenue losses for the industry. These revenue losses have been estimated to be \$15 billion annually.

About Applied DNA Sciences, Inc.

Applied DNA Sciences, Inc. (APDN) provides botanical DNA encryption, embedment and authentication solutions that can help protect companies, governments and consumers from counterfeiting, fraud, piracy, product diversion, identity theft and unauthorized intrusion into physical locations and databases. Our common stock is registered under Section 12(g) of the Securities Exchange Act of 1934 and is listed on the Over-The-Counter Bulletin Board under the symbol "APDN". Contact: Debbie Bailey, Applied DNA Sciences, Inc., 25 Health Sciences Drive, Stony Brook, New York 11790; Tel: 631-444-8090; Fax: 631-444-8848 <http://www.ADNAS.com>.

The statements made by Applied DNA Sciences, Inc. may be forward-looking in nature and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements describe the Company's future plans, projections, strategies and expectations, and are based on assumptions and involve a number of risks and uncertainties, many of which are beyond the control of Applied DNA Sciences, Inc. Actual results could differ materially from those projected due to changes in interest rates, market competition, changes in the local and national economies, and various other factors detailed from time to time in Applied DNA Sciences' SEC reports and filings, including our Annual Report on Form 10-KSB, filed on January 12, 2006, our subsequent Quarterly Reports on Form 10-QSB, and our Current Reports on Form 8-K. The Company undertakes no obligation to update publicly any forward-looking statements to reflect new information, events or circumstances after the date hereof to reflect the occurrence of unanticipated events.

SOURCE Applied DNA Sciences, Inc.

-0- 11/30/2006

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